

State of Wisconsin
DEPARTMENT OF NATURAL RESOURCES
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Madison WI 53707-7921

Tony Evers, Governor
Preston D. Cole, Secretary
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September 30, 2020

Patrick E. Fuller
Assembly Chief Clerk
17 West Main Street, Room 401
Madison, Wisconsin 53703

Jeff Renk
Senate Chief Clerk
B20 South East, State Capitol
Madison, WI 53707

SUBJECT: FY 2020 Promotional Activities Report

Pursuant to s. 23.165(6) of the Wisconsin Statutes, the following report details the activities, receipts and disbursements for promotional activities for the fiscal year ending June 30, 2020.

Under section 23.165(3) of the Wisconsin statutes, the Department *“may promote, through the sale of merchandise or otherwise, advertise or otherwise publicize department programs, department publications, and all properties, lands, facilities, waterways, projects and other areas subject to the jurisdiction or control of the department.”*

Receipts from promotional activities in the Department are credited to appropriation s. 20.370 (8)(ir), which includes *“all moneys received from subscriptions and other revenues generated by promotional activities, photographs, slides, videotapes, artwork, publications, magazines and other periodicals, except the Wisconsin natural resources magazine, to be used for these promotional activities, photographs, slides, videotapes, artwork, publications and magazines and for educational and informational activities concerning conservation and the environment.”*

In FY 2020, the Department collected a total of \$36,339 in revenues, while incurring a total of \$142,036 in expenses, leaving a cash balance of \$419,044 that has carried forward to FY 2021. Expenditure activity throughout the year was primarily attributable to the following:

- Purchase and sale of merchandise at State Parks, Forests, and Recreational Areas (e.g., coffee mugs, pins, t-shirts, books, patches, maps, etc.)?
- Publication and sale of books, field guides and other literature related to reptiles & amphibians, whooping cranes, State Natural Areas, and invasive species.

Please contact Paul Neumann at (608) 266-0818 or at paul.neumann@wisconsin.gov if you have any questions.

Sincerely,

DocuSigned by:

Beth Bier

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For: Preston D. Cole
Secretary